



RETAIL PARTNERS PROGRAM

Retailer Features and Benefits

"Signature" Private Label Brand

- ♦ Third Tier Priced Brand
- ♦ Quality Product / Packaging
- ♦ Display and POS Materials
- ♦ Accrual Money Available - \$.14 for every carton purchased
- ♦ "Signature" as an E.D.L.P. Product is a Key Component to a Lucrative RJR / Retail Program.

Merchandising Displays / Presence

Retailer Contracts for Full Price & Savings Permanent Displays

- ♦ Provides Display Allowances
- ♦ Features RJR's Top Selling Brands
- ♦ Presence for Promotional Vehicle

Retail Promotions Available

- ♦ RJR Scheduled "Partners" Promotions on Top Selling Full Price & Savings Brands
- ♦ WAM Retailers have Opportunity for Participating in WAM-RJR Promotions & Earn \$1.50 per 4-Carton Display
- ♦ Retailer Accrual Promotional Dollars Available for RJR Full Price Brands

Level I - \$.10/ctn - Account has Non-RJR Every Day Low Price Brand

Level II - \$.20/ctn - "Signature" has Parity Everyday Low Price Brand

Level III - \$.25/ctn - "Signature" has Exclusive Everyday Low Price Brand

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I am interested in participating in R.J. Reynolds Retail Partners Program

Retailer Name _____
Address _____
City, State, Zip _____

Average Weekly Carton Volume

All R.J. Reynolds Retailer Programs are ONLY Offered and Approved by RJR
Sales Representatives for Qualified Accounts Above 100ctns / week